

**In The Claims**

1. (Currently Amended) A method comprising:

receiving an indication from a sender to send a message from the sender to a plurality of recipients;

automatically determining a monetary cost to the sender, associated with sending the message to the plurality of recipients for the sender;

determining if an indication to insertion into the message ~~of an advertisement~~ of a selected one of a link to an advertisement of an advertiser and the advertisement itself, the advertisement having a monetary value associated with it, is also received from the sender; and

automatically reducing the determined monetary cost ~~associated with sending the message by the monetary value of the inserted advertisement~~, upon determining that an indication to insertion the selected one of a link to an advertisement of an advertiser and the advertisement itself, is also received from the sender.

2. (Original) The method of claim 1, further comprising automatically attaching one or more coupons to the message, based at least upon the inserted advertisement.

3. (Original) The method of claim 2, wherein the attached one or more coupons is at least one of an electronic coupon and a printable coupon.
4. (Currently Amended) The method of claim 1, wherein said receiving of anthe indication to send a message comprises receiving a group selection.
5. (Original) The method of claim 1, wherein said automatically determining the monetary cost comprises automatically determining a monetary cost based at least in part on a number of the plurality of recipients.
6. (Original) The method of claim 1, wherein said automatically determining comprises automatically generating and displaying the monetary cost associated with sending the message to the plurality of recipients.
7. (Original) The method of claim 6, wherein said automatically generating comprises automatically generating an updateable window displaying the monetary cost.
8. (Currently amended) The method of claim 1, wherein said receiving of an indication to the insertion comprises automatically generating and displaying a selectable menu of a category of advertisers, the category based at least in part on attributes associated with the plurality of recipients.

9. (Currently amended) The method of claim 1, wherein said receiving of an indication to the insertion comprises receiving an indication to insertion into the message, ~~of a selected one of a link to an advertisement of an advertiser and the advertisement itself.~~

10. (Currently amended) The method of claim 1, wherein said receiving of an indication to the insertion into the message comprises receiving an inputted category of an advertiser.

11. (Currently amended) The method of claim 1, wherein ~~said automatically reducing the monetary cost comprises automatically reducing the monetary costs by a monetary value of one or more inserted advertisements~~ the message comprises an email.

12. (Currently amended) In a client device, a method comprising:  
    facilitating ~~sending~~ preparing by a sender, a message to be sent to a plurality of recipients ~~included within a group;~~  
    facilitating receiving a monetary cost to the sender, associated with sending the message to the plurality of recipients for the sender;  
    facilitating indicating by the sender, an insertion of a selected one of a link to an advertisement of an advertiser and the advertisement itself, in the message

being prepared by the sender, the advertisement having a monetary value associated with it; and

facilitating updating of the monetary cost associated with sending the message.

13. (Original) The method of claim 12, further comprising automatically attaching one or more coupons to the message, based at least upon the inserted advertisement.

14. (Original) The method of claim 13, wherein the attached one or more coupons is at least one of an electronic coupon and a printable coupon.

15. (Original) The method of claim 12, wherein said sending facilitation comprises facilitating selection of a single group, the group including the plurality of recipients.

16. (Currently amended) The method of claim 12, wherein said sending facilitation comprises facilitation of automatic generation and displaying an e-mail messaging window for preparing an email, the message being the email prepared through the e-mail messaging window.

17. (Original) The method of claim 12, wherein said receiving facilitation comprises facilitating automatic generation and displaying of the received monetary cost included within a cost window.

18. (Currently amended) The method of claim 12, wherein said insertion indication facilitation comprises facilitating automatic arrangement of the link to the advertisement/the advertisement itself.

19. (Original) The method of claim 18, wherein said automatic arrangement facilitation comprises facilitating receiving an associated price for a position and size on a message page, the arrangement based at least in part on the price.

20. (Currently amended) The method of claim 12, wherein said updating facilitation comprises facilitating receiving a reduced monetary cost, the received reduced monetary cost being based at least in part on the value of the inserted link to the advertisement/the advertisement itself.

21. (Currently amended) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions designed to receive an indication from a sender to send a message to a plurality of recipients for the sender, automatically determine a monetary cost to the sender, associated with sending the message, determine if an indication to insertion

~~of an advertisement of~~ into the message a selected one of a link to an advertisement of an advertiser and the advertisement itself, the advertisement having a monetary value associated with it, is also received from the sender, and automatically reduce the monetary cost by the value of the inserted link to the advertisement/the advertisement itself, upon determining that the indication to insertion is also received from the sender; and

a processor coupled to the storage medium to execute the programming instructions.

22. (Original) The apparatus of claim 21, wherein the programming instructions are further designed to attach one or more coupons to the message, based at least upon the inserted advertisement.

23. (Original) The method of claim 22, wherein the programming instructions are designed to attach one or more coupons is at least one of an electronic coupon and a printable coupon.

24. (Original) The apparatus of claim 21, wherein the programming instructions are designed to receive a group selection.

25. (Currently Amended) The apparatus of claim 21, wherein the programming instructions are designed to automatically determine a monetary cost to the sender, based at least in part on ~~the~~a number of the plurality of recipients for the message.

26. (Currently Amended) The apparatus of claim 21, wherein the programming instructions are designed to automatically generate and display the monetary cost to the sender, associated with sending the message to the plurality of recipients for the sender.

27. (Original) The apparatus of claim 26, wherein the programming instructions are designed to automatically generate an updateable window displaying the monetary cost.

28. (Original) The apparatus of claim 21, wherein the programming instructions are designed to automatically generate and display a selectable menu of a category of advertisers, the category based at least in part on attributes associated with the plurality of recipients.

29. (Currently amended) The apparatus of claim 21, wherein ~~the programming instructions are designed to receive an insertion of a selected one of a link to an advertisement of an advertiser and the advertisement itself~~ the message comprises an e-mail.

30. (Original) The apparatus of claim 21, wherein the programming instructions are designed to receive an inputted category of an advertiser.

31. (Currently amended) The apparatus of claim 21, wherein the programming instructions are designed to automatically reduce the monetary costs by a monetary value of ~~one or more inserted advertisements~~ the insertion.

32. (Currently amended) An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions designed to facilitate ~~sending~~ preparing by a sender a message to be sent to a plurality of recipients ~~included within a group~~, facilitate receiving a monetary cost to the sender, associated with sending the message to the recipients for the sender, facilitate indicating by the sender to insertion ~~of~~ a selected one of a link to an advertisement of an advertiser and the advertisement itself, in the message being prepared by the sender, the advertisement having a monetary value associated with it, and facilitate updating of the monetary cost associated with sending the message to the recipients for the sender; and

a processor coupled to the storage medium to execute the programming instructions.



33. (Original) The apparatus of claim 32, wherein the programming instructions are further designed to facilitate automatically attaching one or more coupons to the message, based at least upon the selected one of the link to the advertisement of the advertise and the advertisement itself.

34. (Original) The method of claim 33, wherein the programming instructions are designed to attach one or more coupons is at least one of an electronic coupon and a printable coupon.

35. (Original) The apparatus of claim 32, wherein the programming instructions are designed to facilitate selection of a single group, the group including the plurality of recipients.

36. (Currently amended) The apparatus of claim 32, wherein the programming instructions are designed to facilitate automatic generation and displaying an e-mail messaging window for preparing an e-mail, the message being the e-mail prepared using the e-mail message window.

37. (Original) The apparatus of claim 32, wherein the programming instruction are designed to facilitate automatic generation and displaying of the received monetary cost included within a cost window.

38. (Original) The apparatus of claim 32, wherein the programming instructions are designed to facilitate automatic arrangement of the link to the advertisement/the advertisement itself.

39. (Original) The apparatus of claim 38, wherein the programming instructions are designed to facilitate receiving an associated price for a position and size on a message page, the arrangement based at least in part on the price.

40. (Original) The apparatus of claim 32, wherein the programming instructions are designed to facilitate receiving a reduced monetary cost, the received monetary cost based at least upon the value of the inserted link to the advertisement/the advertisement itself.